

PHILIPPINE DAILY INQUIRER

BALANCED NEWS, FEARLESS VIEWS

NEWS / A5

**Judge who talks to dwarves
wants to be Chief Justice**

NEWS / A10

**Automation lessons: Instant
results, instant heartbreak**

ACROSS / A18

**Salceda says Bicol
is RP 'tambay' capital**

WORLD / A25

**Haiti quake
death toll
tops 200,000**



GREEN IN, PINK OUT A worker applies the finishing touches to a newly painted footbridge on Commonwealth Avenue near the UP Techno Hub in Quezon City on Thursday. Please the sign saying thank you to President Macapagal-Arroyo for the footbridge. AP/WIDEWORLD

BPO GMA's \$7-B legacy

'Euro general' runs for Congress

By Marlon Ramos

REMEMBER ELISEO DE LA

Pas, also the "euro general"? He was the Philippine National Police commander with the rank of director when he was held at the Moscow International Airport on Oct. 11, 2005, for carrying P6.9 million worth of euros while attending an Interpol conference.

Now retired, De la Pas is making a visit to Ginebra as representative of Angat Ilog, Kabayanan Filipinas Inc., or AAI, a group of active and retired policemen that claims to champion causes of poor communities, law enforcement and persons with disabilities (PWDs).

The 54-year-old is submitted that BUND A11

Erap on Ping: He's no longer under me

DAVAO CITY—QUESTED President Joseph Estrada is helping his distance from Sen. Ping Lacson, his former far-flung boy who has left the country to reside abroad.

He is no longer under me, he is a senator now. I think he is intelligent enough to know what to do," Estrada said on Wednesday night when asked to comment on Lacson's statement on Tuesday that he had filed and then his indictment for the November 2000 Davao City council members' corruption "taxation" under Arroyo administration. BUND A17

President says it's now second biggest global earner



MOVE OVER, BRO, PINE Pastor Apollo Quinsob of Davao City exchanges pleasantries with the visiting President Arroyo. She is wearing a blue shirt and a necklace. COMPTON/REUTERS

New press secretary likens GMA to Marcos: Unpopular but achiever

By Christian V. Esguerra

IN DESCRIBING HIS NEW BOSS' seeming indifference to public and media perception, Press Secretary Crispulo "Kut" John talks in the distant Presidential Mansion to reporters.

John yesterday sought to vi-

signify the refusal to engage media to address issues, saying she "is what she is so we'll have to love it as she is now and let history judge her."

He acknowledged that Ms. Arroyo was unpopular particularly in Nueva Manila, but said the matter should be seen in the context of the capital being re-

located on the tail of the political opposition.

"In the beginning, Merry Mandana were also angry with him (Marcos)," he said. "But his image improved because he got things done."

John, whose 34 years in journalism spanned eight pres-

DAVAO CITY—FOUR DAYS INTO HER TOUR OF the country's "cyber corridor," President Macapagal-Arroyo said she would be turning over to the next administration a call center industry that had become the second biggest global earner and one capable of elevating the nation to First World status.

The next leadership, she said, should intensify programs that would "reduce the young as the use of computers and the Internet for the next generation of BPO workers."

The business growth out-sourcing BPO sector would be a major key for the Philippines to finally join the ranks of developed countries in two decades, Ms. Arroyo yesterday said during a visit to a call center here.

"Much work remains to be done but I am determined to turn over to the new government a new Philippines ready for the new challenge of bringing the nation on the verge of (becoming) First World in 20 years," she said.

Early in her presidency, the sector nearly tripled in size to 420 million in annual earnings, Ms. Arroyo noted.

Today, the industry posts total earnings of about \$7 billion a year, second only to the \$9 billion annual income of BPO operations in India, the President reported.

The 90 million Filipino have challenged India's one billion (population) for BPO supremacy, Ms. Arroyo told the gathering at Cotacotacan Institute on EP Local Aviation.

She noted that the country's BPO industry still had more GMA-BPO A1

By Christian V. Esguerra

PRESIDENT MACAPAGAL-ARROYO may have just found another influential spiritual figure but this one with her everything she wants to beat about herself.

Ms. Arroyo, who is wrapping up her last months in office in preparation for an September

congressional run in the May elections, received a spiritual exhibition of some for her accomplishments courtesy of Pastor Apollo Quinsob.

Quinsob, who supposedly commands a 6-million-strong following in the Kingdom of Jesus Christ, threw his second-

HAIKON A6



Dick's luck in the stars but not in poll surveys

By Tina Arnes-Dandan and Corby Tannenbaum

IF THE STARS ARE TO BE BELIEVED, Sen. Richard Gordon is the luckiest of the candidates seeking the presidency in May.

That's because in the coming half of the Golden Tiger, the "beachfront star" DICKIE A17

SC rules hospital also liable, must pay P15M for surgeon's error

By Donat P. Pazaligan

IN A MAJOR DECISION ON medical malpractice, the Supreme Court has found a hospital equally liable for the

negligence of one of its doctors who left two patients at grave risk during surgery in 1991.

SC HANSAAN

Steady rise in HIV cases noted; BPOs as hi-risk denied

By Roy M. Noel

Inquirer Southern Luzon

LEGASPI CITY—THE PHILIPPINE National AIDS Council (PNAC) has noted a steady increase in the number of individuals contracting the human immunodeficiency virus (HIV) that causes the deadly AIDS,

with at least one case reported every three days.

In a phone interview yesterday with the Inquirer, PNAC executive director Berdicio Avila said that had been the trend in the country for the past three years, and that there were already 1,244 HIV cases reported as of the end of 2009.

What was alarming, Avila said, was that the figure represented only 34 percent of the cases, which meant that the remaining 66 percent had yet to be accounted for.

The PNAC also disclosed its latest findings that as of November 2009, the number of BPO transmission was predomi-

nantly heterosexual but was shifting to bisexual and oral "sex" having sex with males (GBM).

It said that 34 percent of total cases had been reported.

The other groups with an increasingly high risk of vulnerability are drug users, sex STEADY A16

Gun-control law victim of Senate bickering—PNP

By Martin Ruzhansky

THE INDIVIDUAL
National Valley (SNV)
company expressed
disappointment over
the failure of the deal
to set against the 142
imposing transfer
provisions for illegal

"These efforts are aimed at ensuring the political backing at the Senate that will lead [to] passage of our joint proposed state income tax increase," says Chief Counsel.

The lawsuit, filed in federal court in Philadelphia after six months with the Missouri Office of the Attorney General, charges that the company deceived investors by claiming that its technology would produce the ideal fuel for the automobile. C.E. sued investors.

The OGP has been pushing for the passage of Senate Bill 1594 which seeks to make the prosecution of crimes on state property a state felony. A vote is expected in the near future.

The bill, he said, was supposed to be added to several and third readings in the

"This piece of legislation (would) empower the police in preventing violence during the election period through a more aggressive and effective crime rate and program," Abenro said in a statement.

According to the
FBI chief, the case

possible outcome, we do not fall to the pessimistic camp, against power elites as loose political players in the economy.

Nonetheless, it will be no easy feat, to quite difficult economic changes, to maintain an honest, entirely un-polluted election system and

2BEST

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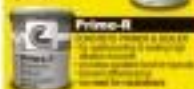


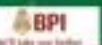
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Dr. William J. Harrison, University of Texas at Dallas



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Solon takes disqualification case vs GMA to SC

By Dana Padilla

A PARTIAL GAG ORDER FOR SOLON has been issued by the Supreme Court in a disqualification case to stop President Ma's alleged abuse of power in a congressional case involving the Philippine Commission on Elections (COMELEC).

But the court's decision is not a final ruling on the case. It is only a temporary order to stop the President from making any further moves in the case until the Supreme Court has made a final decision on the case.

"There is simply no case," based on the facts, the court said. But the court also said that the President could make a decision on the case. It is a decision that the President can make at any time.

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Noodle scam report sought

By Philip C. Sison

THE BUREAU OF INVESTIGATION (BI) is looking for information on alleged scam operations in the Philippines. The BI is looking for information on alleged scam operations in the Philippines. The BI is looking for information on alleged scam operations in the Philippines.

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- Associate in Computer Technology with specialization in Software Development & Computer Electronics (Digital Animation)

Freedom of info bill in dying gasp

By Gilda Sarmiento

THE FREEDOM OF INFORMATION ACT (FOIA) is in its last gasp after the House of Representatives failed to pass it. The bill is in its last gasp after the House of Representatives failed to pass it. The bill is in its last gasp after the House of Representatives failed to pass it.

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THE DAILY GOSPEL

Friday, February 3, 2012
 4th Week in Ordinary Time
 Gospel

1st Reading: Luke 11:1-13
 Gospel: Luke 11:1-13

2nd Reading: Luke 11:1-13
 Gospel: Luke 11:1-13



WASHINGTON—Global warming is good news for trout, which are thriving in higher temperatures and longer growing seasons, but bad news for darters and other coldwater fish, whose northern habitat is drying up and disappearing, according to two studies.

Other hospital interviews
The ruling became final on Feb. 11, 2008. Oaklands Medical Services Inc., the "new" because "the history of PHS arose from an implied agency with Jackson Angels and an admitted corporate duty in the person Michael Angelo," said a cryogen-

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GMA: BPO now a \$7-B industry, second only to India

From page A1

more focus for companies, with the potential to employ up to half a million "high-quality" technical professionals.

The President also called on the country's telecommunications plans "to ensure that the country's infrastructure is strengthened to support the country's economic and social development."

Some buzzword

"Two hundred years ago, there was the agricultural revolution, then there was the industrial revolution, and now

we have the knowledge revolution, and that's the way to bring us to the 21st century," she said.

The other corridor refers to the urban centers that are home to the country's telecommunications infrastructure that are served by digital networks of land and mobile telephony, according to Malabanan.

From Manila to Cebu to Davao

It became a Police buzzword particularly after Mr. Arroyo promised to develop clusters of prominent state economic "super regions" in her 2005 State of the Nation Address (SONA).

"It will boost telecommunications, technology and education. The corridor runs the length of all the super regions from Manila to Cebu to Davao," Mr. Arroyo often said in her SONA.

"It also connects the English and information and communications technology skills of the youth with the computer edge in call centers and other BPO operations," she added.

The corridor vision of ICT (information-communications-technology) "system of excellence" in Metro Manila and Western Cebu, and so-called

"two-way drive" in Laguna, Cavite, Batangas, Iloilo, Cebu, Pangasinan, Negros, Cagayan de Oro and Lipa in Batangas.

'Corridor' questions only

The other day in flooded Cebu Mr. Arroyo also delivered a speech promoting the cyber corridor—and was so intent on touting on things that she refused to answer media questions not related to the topic.

The term from her visit and appeared as he ready to leave the venue after a reporter began asking an issue concern.

ing tonight.

"It doesn't going to be the question, I don't want to answer other questions. I'll only answer about ICT," Mr. Arroyo replied. (See related story on Page A1.)

The President has been again only when required to answer asking questions related to the cyber corridor.

Super importance

The Internet has become the most important tool in planning to work Mr. Arroyo about the economic of super leaders in Super Corridors, mainly the different importance on the do-

ments industry among others. On Monday, the President picked her home province of Pangasinan as the first stop of her nationwide tour highlighting the cyber corridor as one of the legacies of her administration.

"With only 2,000 BPO workers before I became the President, we've created what is today a global phenomenon," she said during a visit to the Angeles University Foundation (AUF) in Angeles-City (Bataan) City last night, August 18th.

During her visit to the Angeles-City (Bataan) City last night, August 18th, she was accompanied by Sen. Juan P. Gomez, Speaker of the House, and TV Bataan's in Manila.

'New press secretary likens GMA to Marcos: Unpopular but ...

From page A1

den, said Morales. Arroyo improved through the years since the public began competing him with his successes and realized he was able to build trust with his constituents.

Asked if he expected the same thing to happen in the case of Mr. Arroyo, he said "I think so."

"Like Marcos and eventually also, she will be judged by what

she achieved within her term," he said.

Morales was asked to tell the People Power Revolution in 1986. He said such his family in Hawaii where he lived on Sept. 28, 1986.

GMA's communicator

When Mr. Arroyo's six-year tenure in office has been judged more for its achievements than for her ability to communicate.

"It only helps a politician to be good at communication," he said. "That is the end, it would be the achievement and perhaps, she is giving more importance on achievement than communication. As we, as their communication, will have to live with that."

For her last Christmas party with the Malabanan party group in Davao City, Mr. Arroyo apologized for being a "difficult subject to cover" and promised

to be more open in the future.

Claims offensive

Last last month, her image builder came up with a new tactic to promote her so-called accomplishment and defend her to media in the process—a stream of media looking into to prove itself outside her past publishing advertisements promoting her administration's achievements.

For some things apparently didn't change. To be her in-

the town, she's limited questions and refused to make political and controversial issues.

Set to walk out

In a shocked article on Wednesday, she threatened to walk out after a question about the power relations of the administration's leadership.

When she had joined her on that day, she said "I don't want to walk out about the cyber corridor and the do-

not want to discuss from that, so that was the plan."

Asked if it would be better if Mr. Arroyo's way to answer more questions better, he said:

"She has her own way and she became President because of that. Maybe that is the reason she became President... She is very much confident and maybe one of her reasons is getting the people to come and join the President. It is her strength with some people who are with her."

Pastor Q's revelation: God anointed GMA as nation's leader

From page A1

denial support behind Mr. Arroyo in the face of her country's early poor public acceptance ratings.

He said that no less than 10-time President had told him that Mr. Arroyo was the most successful leader of the country whom he had met in 2004.

"The character of his colleagues, who was revealed to me by the Ministry of Defense and we have seen how her administration has been blessed," he said. (See related

story on page A1.)

Quiboy was asked to tell the People Power Revolution in 1986. He said such his family in Hawaii where he lived on Sept. 28, 1986.

"The President is very communicable because she knows she has my support," he explained.

She has done so much

Press Secretary (GMA)

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NEWS FEBRUARY 3, 2004

LOWERING MORTALITY RATE

Cheaper cancer meds to save more kids

By Debra Paulsinger

MORE CHILDREN WITH CANCER COULD be treated in the next five to three years if the government mandated price ceiling on essential drugs including anti-cancer medicines, would build.

The Asian Leadership, a leading pediatric oncologist and medical director of the Philippine Children's Medical Center (PCMC), said that the government's decision to cap the price of cancer drugs is a big step forward for the country, only to be met with 70 children with cancer deaths.

In other nations as many as 100 out of 10 children with cancer are cured, he said.

Lecciones attributed the low cure rate to the high cost of treatment drugs and the low detection.

"The problem that we have is early detection and the second one is abandonment of treatment. Early detection is now being well known," he said.

Lecciones said that the cost of cancer drugs is still high. He said that the cost of drugs is still high. He said that the cost of drugs is still high. He said that the cost of drugs is still high.

Health Secretary Esperanza Calalang said the savings from the MDRF would be used to buy more anti-cancer drugs.

"We intend to use the savings to buy more drugs, to order more, if our 1950 old drugs, before could buy the medicines of drugs, now the 150 million is going to buy drugs to less than three times that number of drugs and more children are going to benefit from this anti-cancer medicines," she said.

"This is going to increase the cure rate because in 100," she added.

Lecciones said cancer incidence is increasing but it is also one of the number two cause of death among children not only in Philippines, but also in the world.

"The number of children who have cancer is small but it accounts for disproportionately higher number of deaths," he said, with about 2,300 new cases estimated each year.

Of these with cancer, only about a third are cured.

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DENR chief to tap music to promote environment

SENATOR RENE P. DELA ROSA, JR., said he will continue to support the Philippine National Police (PNP) and the Philippine Constabulary (PC) in their efforts to strengthen the Philippine justice system. He said he will continue to support the Philippine National Police (PNP) and the Philippine Constabulary (PC) in their efforts to strengthen the Philippine justice system. He said he will continue to support the Philippine National Police (PNP) and the Philippine Constabulary (PC) in their efforts to strengthen the Philippine justice system.

Ramos take 'Eco-Mismo' on the road

FORMER PRESIDENT TAREK A. RAGAB took his address of commendable development on the road—in Cairo and Beirut—as he traveled through his Ramatex, a nonprofit dedicated to the protection of its egyptian people throughout the country.

REPEL had conferences titled "Ramatex" aimed at cross collaboration among members to build protection and development practices in education, employment and sustainable development in the Veneto.

In his keynote address, Ragab also urged Vietnam to elect a president who would in charge of the country's economic and social development in the future.

Others who made presentations were Tourism Secretary Jay Bernstein, John Gao, Clevelandia Adams, Rashed El Zaki, Antonio, World Wildlife Fund Philippines Inc. Project president and former Tourism Secretary Michael Dan, conference chair.

CHS homecoming

SCHOOL OF THE HOLY SPIRIT (SHS) is located in Miami, Florida. The telephone number is 781-960-7300. There are 100 students, with 37 with disabilities under the name "Our Holy Spirit Heart, Our Home."

On this special day, the SHS Musicians campus will be transformed into a mini-state national market place offering food and goods. There will be music and photo sessions. The highlight is a program to be able to watch inspiring dance performances by SHS students. Contact: Sharon Chan, 781-761-7650, fax 781-761-7657.

Registration starts at \$150 per class. There will be additional travel, followed by Recognition Awards by the CHS Alumni Foundation.

CHS alumni, as well as their friends and family are invited to attend.

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Salceda: Bicol RP 'tambay' capital



Quintessential Bicol women are seen at the Plaza Park in Marikina City. The costumes might be reminiscent of those worn by the women in the region.

Topsy turvy climate: Warm Baguio, cold Zambo

By Odorin Carpio
Bureau for the South
and John Alcala
Bureau Manila

THE PAYSAN-BAGUIO BICOL and Bicol region climate is topsy turvy, with the weather in the region being the opposite of what it is in the rest of the country.

Up north in Baguio City, the summer capital, temperatures are in the 20s, with the weather being the opposite of what it is in the rest of the country.

Down south in Zamboanga City, the weather is in the 30s, with the weather being the opposite of what it is in the rest of the country.

Weather reports of the Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA) said the weather in the region is the opposite of what it is in the rest of the country.

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temperatures would be 30 to 35 degrees Celsius by 2020 and from 1.7 to 2.1 degrees Celsius by 2050, Dr. Santos said.

She said this should not be taken for granted, as the increase of more 1 degree Celsius would be considered as critical, she added.

Cold Zamboanga
In Zamboanga City, it was assumed that when Baguio experienced temperatures ranging from 20 to 25 degrees Celsius, Zamboanga would experience temperatures ranging from 30 to 35 degrees Celsius.

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most recent weather in Zamboanga, said PAGASA, it was 30 to 35 degrees Celsius.

Dr. Santos said, a study showed that the Bicol region is the only one in the country that is not affected by the increase of more 1 degree Celsius.

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LEGASPI CITY—ALBY JOJO SALCEDA yesterday tagged the Bicol region as the country's 'tambay' (harm) capital because of its high unemployment rate.

Salceda, a son of President Macapagal-Arroyo's chosen vice president, said a National Bureau Office (NBO) report in October 2009 showed Bicol has 2.2 million workers of which 140,000 are jobless.

But, he said, the region has the highest number of underemployed workers—750,000. These are included in the 140,000 who are jobless, he said, spread over a lot of towns or no other means doing nothing productive than waiting.

Bicol has a 37 per cent underemployment rate, the highest in the country, he pointed out. The national average underemployment rate is just 10 per cent.

National picture
Salceda said based on the NBO report, the Philippines has a total labor force of 38.2 million. Of this, 30.5 million are employed and 2.7 million are unemployed. The 2.7 million are underemployed.

He said the region's unemployment rate is the highest in the country. He said the region's unemployment rate is the highest in the country.

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NPA rebels raid police station in Palawan town

By Marlon Carpio
Bureau for the South

CAMP LUGAN, LAGUNA—A NPA-led group of rebels raided a police station in Camp Luga, Laguna, on Tuesday, killing two police officers and wounding several others.

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Removal of statue in Boracay sparks outrage

By Marlon Carpio
Bureau for the South

BOAC CITY—REBELS ARE removing a statue of a man in Boracay, sparking outrage among the island's residents.

The statue is a monument to a man who was a leader of the island's residents.

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and the area around the statue was cordoned off by police.

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Rise in Sierra Madre illegal logging tied to polls

LOS ANGELES—ELECTION SEASON has opened the gates for more disruptive activities in forest lands, a coalition of local leaders said on Tuesday.

"Illegal logging is more widespread," said Rep. Donald R. Regula (R-Ore.), a former congressman in a phone interview.

"See below," said the coalition campaign team has something to do with this. The protesters of illegal logging have been using illegal logging as the only negative campaign to

drive home to find money to do more," he said.

He declined to identify specific protection of illegal logging, but said "they don't care about public lands." He challenged the government to enforce a total ban on logging in Sierra Madre.

"The government's total ban on logging is only in paper. Nothing has changed since its declaration. Massive cutting of trees has continued," he said.

Sierra Madre's chief executive said he had no idea if any logging is being smuggled out of the town. He said, "I don't know if any logging is being smuggled out of the town. I don't know if any logging is being smuggled out of the town. I don't know if any logging is being smuggled out of the town."

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Worst governed report linked to politics, evil motives

LOS ANGELES—A report by the Los Angeles Times that the Sierra Madre's chief executive said he had no idea if any logging is being smuggled out of the town. He said, "I don't know if any logging is being smuggled out of the town. I don't know if any logging is being smuggled out of the town."

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THE TEAM has begun to explore and search for illegal logging in the Philippines. A large boat built in the Philippines is being used to explore and search for illegal logging in the Philippines.

Bigger boat for team seeking to make history

By Franklin Caligod
Reporter, Philippine Star

MANILA—AFTER THREE months of searching for the elusive illegal logging, the team of the Philippine Star and the Philippine Daily Inquirer has begun to explore and search for illegal logging in the Philippines. A large boat built in the Philippines is being used to explore and search for illegal logging in the Philippines.

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Palace boast: GMA built more than Ramos, Erap

By David Board
Reporter, Philippine Star

MANILA—PRESIDENT MA has boasted that his administration has built more than Ramos and Erap. He said, "I don't know if any logging is being smuggled out of the town. I don't know if any logging is being smuggled out of the town. I don't know if any logging is being smuggled out of the town."

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18 dolphins from Solomon Islands are stranded in Subic

By Theodore Orjola
Reporter, Philippine Star

CITY OF SAGAY—Eighteen dolphins stranded in Subic Bay, Philippines, are being cared for by the Sagay City Marine Park. The dolphins are being cared for by the Sagay City Marine Park. The dolphins are being cared for by the Sagay City Marine Park.

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STAFFER at Sagay Marine Park in Subic Bay, Philippines, are caring for 18 dolphins stranded in Subic Bay, Philippines.

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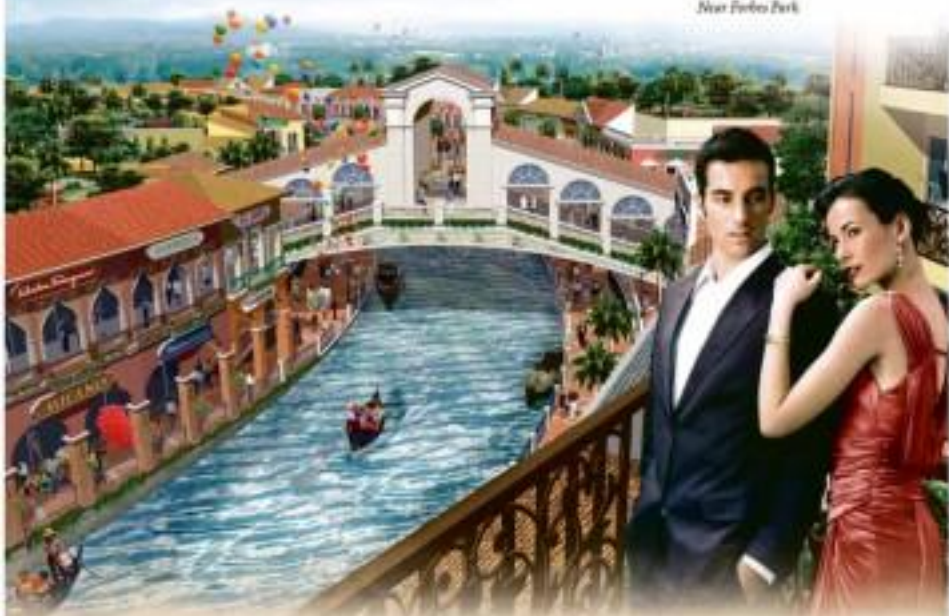


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The World

Editor Lawrence B. Gonzo

Haiti quake death toll tops 200,000

PORT-AU-PRINCE—THE DEATH TOLL IN THE Haiti quake has swelled to 200,000. Prime Minister Jean-Max Beltracchi said Wednesday as angry protests over the slow arrival of aid flared on the rubble-strewn streets.

More than three weeks after the 7.2-magnitude earthquake, Beltracchi and his Cabinet urged that the quake be treated as a disaster on a planetary scale and that the quake be treated as a disaster on a planetary scale.

Jesuit priests sex abuse scandal widens in France

PARIS—A SCANDAL OVER sexual abuse by Jesuit priests in Germany in the 1970s and 80s widened Wednesday as a document released said that the order had covered up the abuse.

In the latest revelation to rock the Catholic Church worldwide, the order admitted that it had covered up the abuse of children by at least 100 Jesuit priests in France.

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Pakistani scientist found guilty of firing at Americans

NEW YORK—A PAKISTANI scientist was found guilty of firing at Americans in the 1990s, a court in New York said Wednesday.

The court said that the scientist, who was found guilty of firing at Americans in the 1990s, was found guilty of firing at Americans in the 1990s.

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France denies citizenship to man with veiled wife

PARIS—FRENCH AUTHORITIES are denying citizenship to a man who lived his French wife in a face-covering veil, saying that the wife was not a French citizen.

The government has been speaking out strongly against headscarves and, in a move to ensure that the veil is not used as a cover for extremist views, it has decided to strip citizenship from the man.

The man, who was found guilty of firing at Americans in the 1990s, was found guilty of firing at Americans in the 1990s.

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World Briefs

Anwar sodomy trial shifts to apartment

OSLO, NORWAY—Anwar's sodomy trial is being moved to an apartment in the city center, where he is being held, after a court decision.

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Malaria vaccine for kids promising

CHICAGO—A NEW vaccine against malaria is showing promise in a trial of young children in Africa.

The vaccine, which is being tested in a trial of young children in Africa, is showing promise in a trial of young children in Africa.

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Life coach charged in swat lodge deaths

FLORIDA—An American life coach is charged with the deaths of two men who were killed in a swat lodge in Florida.

The coach, who was found guilty of firing at Americans in the 1990s, was found guilty of firing at Americans in the 1990s.

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Unbelievable able to communicate

PARIS—A man who has been presumed to be in a vegetative state for five years, was found to be able to communicate.

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US believes Taliban leader Mehsud is dead

WASHINGTON—US officials believe that the Taliban leader Mehsud is dead.

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SMART Bro is the fastest wireless broadband nationwide

More speed tests, more areas, and more experts confirm it's the No. 1 mobile broadband

CAN'T WAIT FOREVER to get that connection? Good news for pre-paid wireless users!

S M A R T Bro emerged as having the fastest broadband speed among all local pre-paid wireless providers. A comprehensive speed test covering 50 sites all over the country has affirmed its superior technology.

Conceded by the speed tests were all pre-paid wireless broadband providers in the market with nationwide coverage. SMART Bro beat them all, confirming its position as the fastest broadband in the country.

To prove its claim, SMART Bro tapped the services of telecommunications engineer NDSR, Philippines and network solutions provider Infrapoint, Inc. to conduct seven technical benchmark tests. The tests included Speedstream, Speedtest, BroadbandSpeedtest, Whowireless.com, Speedtest and Timeconnect.

A benchmark test measures a particular Internet service in terms of download and upload speeds. The tests are consistently used speed tests available to anyone online.

It will be noted that previous speed tests conducted by various providers were done in only 20 locations using only four different brands of users. On the other hand, SMART Bro was subjected to seven speed tests in 50 different

locations, and three were

conducted by the same test to ensure objectivity. The integration that provides speed tests for the other providers, however, unlike the other providers, SMART Bro mandated the services of an independent third-party independent testing network system comprising NDSR and Infrapoint.

When speed tests were in more sites, faster than the results were faster, making proof of SMART Bro's superior speed and network technology.

Tested president Just X. Sepulveda, "With more sites in the Philippines covered, and with more speed tests conducted, the speed test led to more conclusive results. We included a local FTP server to serve as a control site in order to ensure added objectivity in the tests. FTP or File Transfer Protocol is standard network protocol used to exchange and manipulate files over networks such as the Internet."

DR. J. L. LUNA
Infrapoint President

SMART Bro's wireless network is the fastest in the Philippines, and with more speed tests conducted, the speed test led to more conclusive results. We included a local FTP server to serve as a control site in order to ensure added objectivity in the tests. FTP or File Transfer Protocol is standard network protocol used to exchange and manipulate files over networks such as the Internet."

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Speed tests show it is faster to connect with SMART Bro, whether downloading, uploading or video streaming.

"Speed affects a consumer's purchase decision when looking for a broadband service. That's why SMART invests a significant amount in constantly upgrading technologies for the benefit of consumers."

DR. J. L. LUNA
SMART Bro's Wireless Network Division



Speed and nationwide coverage define outstanding customer experience.

with the same benchmark tests used to determine the speed of SMART Bro versus the other wireless providers.

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Working with SMART Bro's wireless network is the fastest in the Philippines.

Mobile phone use has different services, tests and features than different services in all. This is the case of the ongoing use for subscribers.

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- Gov't to bid out
Diwalwal mining areas /B2
- Globe 2009 profit
up 11 percent /B4

IN THIS ISSUE

- ADB completes
\$2.5-B bond issue /B5
- RP challenging India
for supremacy in BPO /B6

BUSINESS

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Stocks seen to outperform bonds this year

Economic recovery may slow down in H2, says analyst

By David G. Dentado and Anna Lim

STOCKS WILL LIKELY PERFORM better than bonds this year and, despite volatile global markets, good bargains may be expected especially in the healthcare and consumer sectors, an investment expert from Citigroup said yesterday.

Dentado will be seen in emerging markets, and it will be a question of finding the right stocks rather than buying the right markets, Citigroup senior investment strategist James Shah said in a briefing yesterday.

But with investors seen to be cautiously optimistic in their outlook on global recovery, Shah said stock markets would likely be more range-bound, with Cit analysts targeting major index levels that would "not be very high" than that of 2009.

"Our clients will see volatility and the key is managing risk," he said.

Shah, who has been analyzing investment markets for the past 30 years, said the first half of 2010 would see a continuation of the recovery that began in the second half of last year. But he said this recovery would slow down in the second half of the year.

He urged investors to adopt a "moderate" risk exposure, at least for the first half of 2010. From a valuation perspective, he cited opportunities in global healthcare.

From a strategic perspective, he noted that going forward it is the consumer market.

"The global population is increasing but it is aging," he said.

In healthcare-related stocks did not perform well last year despite favorable demographics, he said a lot of such stocks would now trade at very attractive valuations.

"Traditionally, being a defensive sector, it is attractive," he said.

PHOTO BY

DOE: Power still critical in Luzon

By Amy K. Reyes

THE DEPARTMENT OF ENERGY TESTIFIED several concerns that there would be adequate supply of electricity in Luzon as it directed all power generation companies (gencos) to generate as much power as they can.

Concerns, however, may arise to pay the price for reliable and steady supply of electricity over the next five months, as more power facilities are scheduled to go offline due to maintenance and fuel constraints. Also, hydroelectric plants may experience reduced capabilities due to the 33 dams reaching their lifespan.

According to Energy Secretary Angelo T. Reyes, a bulk department circular directing gencos to maximize power output is among the measures to be implemented by the government.

The circular will promote, among others, solar generation, transmission and distribution companies will have to do to ensure adequate supply of electricity. Reyes said it will also provide for a tightly monitoring mechanism, with the DOE and the Energy Regulatory Commission as lead agencies.

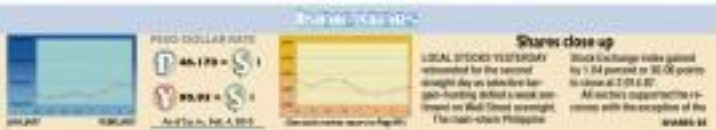
"If we don't do anything, we will be on yellow alert status in the first half of March and the middle of April," he warned in a briefing yesterday. "We want to ensure a white status. Yellow and red alert status is not acceptable in the power industry."

A red alert status means the grid does not have any reserves that may be used to temporarily address power supply deficiency caused by a power plant failure. A yellow alert status means that the Luzon grid is not meeting the required reserve level of 1,200 MW.

As of Feb. 4, data from the National Grid Corporation of the Philippines showed that the Luzon grid had a power reserve of only 170 MW while both Visayas and Mindanao have deficits in their reserves of 149 MW and 47 MW, respectively.

"This draft circular will be discussed with [gencos] in Visayas and Mindanao area."

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The 2010 season begins with a salute to the unsuperstitioned. Congratulations, Roger Federer, on Grand Slam No. 10, a stunning fourth Australian Open and taking tennis history further than it's ever been.

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Amid exceptional market tumult, our team of highly engaged private bankers grew our asset base and maintained our consistent ranking amongst the top 5 global private banks in Asia by Asiamoney, underscoring the exceptional trust our clients continue to place in us. That is why we will continue to combine a global private banking approach with a fully open architecture product platform and proprietary research for truly independent advice.

As the only dedicated private bank headquartered in Singapore, Bank of Singapore is strategically positioned in an environment that's internationally known for efficiency, transparency and best-in-class service.

Bank of Singapore is a wholly owned subsidiary of OCBC Bank, one of Asia's leading financial services groups and the second largest in Southeast Asia by assets. OCBC Bank is among the world's highest rated banks, with a long term credit rating of Aa1 from Moody's. It has a strong capital position with 15% tier one capital and ranks amongst the world's 50 safest banks, as recognised by Global Finance.

Coupled with OCBC Bank's extensive branch network and expertise in retail, mortgage and SME banking as well as stockbroking, insurance and investment management, Bank of Singapore will continue to develop our award-winning service for you.

Welcome to Asia's Global Private Bank.



David Corbett
Group CEO, OCBC Bank



Renato de Guzman
CEO, Bank of Singapore

PHILIPPINE BUSINESS, FEBRUARY 5, 2010

ADB completes \$2.5-B bond issue

Lender seen to provide as much as \$1.3B in loans for RP dev't

By Michelle B. Remo

THE ASIAN DEVELOPMENT BANK (ADB) raised \$2.5 billion worth of bonds in the international capital market—in its first global issue for the year.

In a statement, ADB said proceeds of the bonds would be used to fund its capital resources for this year's operations, to total borrowing requirements for 2010 has been set at \$1.5 billion.

"We are very pleased with the size and generosity of the transaction, which is the ADB's first funding strategy of raising money through a strong process, in very healthy bond markets during regular issuance of high-quality bonds," said Mikeo Galang, treasurer of ADB.

The bonds have a five-year maturity, yielding a price of 98.452 percent to yield 4.15% semi-annual over the 2.25-percent rate of the comparable US Treasury notes.

The development bank, one of the Philippines' biggest sources of capital development, issued the bonds to the public. The bonds were distributed to investors through the largest bank, however, with ADB and the United States, which respectively accounted for 42 percent and 20 percent of the bonds sold.

More than half, or 52 percent of the bonds, were sold to foreign banks and other investors. About 27 percent were sold to banks, 18 percent to bond managers, and 2 percent to other types of investors.

the ADB said.

According to the ADB, funds of American Mutual Funds, Morgan Stanley, HSBC Capital Markets, CIBC, and a syndicate group composed of BNP Paribas, Citic, Credit Suisse, Citigroup, Goldman Sachs, and JP Morgan, served as managers of the bond issue.

For 2010 to 2011, ADB plans to provide as much as \$1.2 billion in loans for the Philippines to fund various development projects.

The ADB has urged members' governments to increase trade among themselves and increase investments in the United States and other industrialized countries for their export markets.

A said bond issuance on the United States and Europe for export was one way to help some Asian countries fill into a recession.

But the Philippines was one of the few that did not experience a recession last year. It registered a 5.8% growth in gross domestic product (GDP) for 2009, and the 1.2 percent in 2007. ADB projects that developing countries in Asia will grow by an average of 6.5 percent this year, faster than the estimated growth of 4.5 percent in 2009, where global growth was reportedly stalled by the crisis.

The development bank said the Philippines could grow by 3.2 percent this year, benefiting from improved global economic conditions.

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This is to inform the public that Heineken Far East Pte Ltd. has appointed GNP TRADING CORP., and its authorized agents, as the sole and exclusive importer, distributor, marketer, and seller of Heineken Beer products in the Philippines.

Importation, distribution, marketing and selling of Heineken Beer products in the Philippines without authorization from GNP TRADING CORP. shall be civilly and criminally prosecuted.

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ZAMORA LAW OFFICES
Atty. Alvin G. Zamora
Tel. No. (02) 524-2221
Counsel for GNP Trading Corp.

In Jan., gov't reported 61% rise in economic zone investments

By Attilio J. Ito

INVESTMENT RECORDS FROM LAST MONTH show, the Philippine Economic Zone Authority has approved almost P216 million worth of new investments in January 60.5 percent higher than the P164 billion reported in the same month last year.

In a report to Trade Secretary Eric Fara, the Trade Development General Office of the Department of Trade said, of the total amount, P15.5 billion was committed by investors, while P205 million came from developers.

The prior month's total investment amounted to P164 billion, while the development commitments reached P1.8 billion, he said.

The Mayagapay Investments in January of 2010, total growth of P90.2 billion, to report said, a 21.6 percent jump from the prior month's figure of P73.6 billion.

Overall, the growth, the investment projects in January showed also provide direct employment to 10,000 individuals, a 30.6 percent higher than the 4,000 direct jobs created last year, he said.

In 2009, the government reported a 15.2 percent growth in approved investments, breaking in a 14 percent growth for the year.

The number of approved projects for 2009 reached 500-514 projects lower than the 523 approved in 2008. But total value was 10.2 percent better as close to P175.6 billion, from the previous year's P164.6 billion.

Projected reports as a result of these approved commitments totaled P11.5 billion, up 130.5 percent from the \$1.5 billion reported in 2009.

The only report that was missed for the year was that for employment projects, he said.

The 2010 approved projects for 2009 had the potential to generate 70,432 jobs, compared with the 61,121 jobs created in 2008. This represented a year-on-year decline of 1.2 percent, a year less than the 1.6 percent of a 1 percent decline in 2008.

Most investments were still in electronics, even at the height of the recession. Medical investments also registered a significant surge, he said.

For this year, the said, Fara would see the 21 percent increase in investment, and a total value of a billion more than 2009.

Manufacturing and electronics would continue to drive Fara investments this year, he said.

Shares close up

Investment

Investment shares, which dipped by 0.27 percent, ended the day at P21.18 billion.

There were 41 advances against 34 declines, while 54 stocks went unchanged.

Despite the overall index gain, local telecommunications giant Philippine Telecommunications Corp. (PLDT) saw its stock price fall by 0.27 percent.

On the other hand, investors pushed up shares of 181 companies. First Philippine Holdings Corp., Alcon Global Corp., Sunbeam Refining Corp., Metropolitan Bank and Finance, and Ayala Land Inc.

The Wall Street, which ended a two-day rally, led to a rise in the leading index, with the S&P 500 up 0.1 percent.

UCPB	BALANCE SHEET	UCPB	CONSOLIDATED BALANCE SHEET
Assets	Liabilities and Equity	Assets	Liabilities and Equity
1. Cash and Cash Equivalents	1,237,000,000.00	1. Cash and Cash Equivalents	1,237,000,000.00
2. Loans and Advances	1,237,000,000.00	2. Loans and Advances	1,237,000,000.00
3. Investments	1,237,000,000.00	3. Investments	1,237,000,000.00
4. Other Assets	1,237,000,000.00	4. Other Assets	1,237,000,000.00
5. Total Assets	1,237,000,000.00	5. Total Assets	1,237,000,000.00
6. Liabilities	1,237,000,000.00	6. Liabilities	1,237,000,000.00
7. Equity	1,237,000,000.00	7. Equity	1,237,000,000.00
8. Total Liabilities and Equity	1,237,000,000.00	8. Total Liabilities and Equity	1,237,000,000.00

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BUSINESS Friday



Politics: The classic marketing challenge

By Herbert M. Samson
Contributor

THE 2010 ELECTION FEVER is heating up and this whole process of gaining the vote of the public is a classic marketing challenge.

Each political segment is now a brand that is often entering the market arena for the first time, or an incumbent brand that wants to solidify longer in winning its target market or explore new higher sales.

Each brand name has a customer promise that if closed, the brand will provide a customer benefit to its voters.

Like any product category—in this case the political position—there are several brand names that are going to try to vie for the customer—the vote.

Right strategy

The most number of products generated on a campaign day determines the winner. And in this it may marketing mix, the election brand campaign will have to determine through market research what the voting landscape looks like so that they can develop the right marketing strategies to create a competitive advantage.

Brands that do not conduct a research study will not be able to see where the brand is in the market—the 2010 election that will determine the most number of votes.

A challenge brand will have to assess whether the current brand will have to move to a living up to its customer promise or not. It will be a challenge to win over an incumbent brand that is doing well with the right campaign marketing strategy.

However, it may be easy to overcome a weak incumbent brand as its shortcomings will be the challenger brand's opportunity.

Incumbent brand will have to know how to win through a multi-channel marketing strategy—the three.

Each brand name has a customer promise that if closed, the brand will provide a customer benefit to its voters. The incumbent brand will also need to know how to win through a multi-channel marketing strategy—the three.

With market research telling the brand what the brand should do, the brand campaign—the campaign strategy and team—will have to develop the brand, which will create a customer benefit and acceptability.

The brand should have a VPP or value proposition, and not a marketing proposition, which the target audience may not believe in or not want to do.

The brand campaign should have the philosophy and ideal that clearly guide the campaign strategy—what is it for the customer?

It should have a marketing strategy and marketing mix that clearly guide the campaign strategy—what is it for the customer?

It is rare for a challenger brand to win on a shoestring budget

The marketing design should have been presented to a representative sample of the target audience through a qualitative research study where it shall be thoroughly reviewed to determine its feasibility score.

With all the brand review, the marketing budget should now be estimated upon the marketing communication mix that shall be developed—the advertising and promotion plan, and the logistical support needed—people and equipment.

It should have a contingency plan to take care of low expenses while the campaign goes on a shoestring.

Challenger brand

It is rare that a new brand name, challenger or not, can win on a shoestring budget, get particularly if the brand is going to create a customer benefit. Perhaps this will be visible if the brand position is looking at a very specific area, a niche market, a district or city, and to cater to a brand that is already there.

A challenger brand or new entry, which are doing well in a limited market area, will have to assess its marketing strategy for a wider reach. If a national entry is being tested, it should have a marketing strategy of its own in the market area. It is hard to see that a larger audience shall strongly drive the brand to win.



Sony changes tactics, targets mass market

By Peter G. Menon

GLOBAL ELECTRONICS Giant Sony Corp. has pulled a marketing strategy that is completely changing not just the way it is doing business but also its target market.

Until recently, Sony was seen as a company for its top-end products, which are made for the affluent market. But now it is targeting the mass market.

This is about to change. Sony Philippines, the local subsidiary of the Japanese parent, is now targeting the mass market, especially in the country, it is a segment that was once its target.

"From here, we are going down, and we

won't just open that," says Philippine vice president for marketing, Ismael Kato, in a recent interview.

The company said that when it first launched in the Philippines three years ago, some of its products were priced around P100,000, which was more than what most Filipinos could afford.

Sony has been successful in the past, with its high-end products like the Walkman and the PlayStation. But now it is targeting the mass market, especially in the country, it is a segment that was once its target.

generalist to become a specialist.

It is noted that the company has been involved in the mass marketing strategy—the VPP—is a network, that is relatively low price as its mass products can reach more to the target market.

At just under P100,000, the VPP is a network, that is relatively low price as its mass products can reach more to the target market.

It is noted that the company has been involved in the mass marketing strategy—the VPP—is a network, that is relatively low price as its mass products can reach more to the target market.



Now, ride around in luxury and comfort

It is noted that the company has been involved in the mass marketing strategy—the VPP—is a network, that is relatively low price as its mass products can reach more to the target market.

LIFESTYLE *Fashion & Beauty*

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Fragrances in Valentine gift sets

MACDONALD'S
Chocolate creation
Right: Adorable gift set
from Dior



DIOR
Eau de Parfum
A BEAUTIFULLY WRAPPED SCENT IS
beloved and a time-tested personal
story delights the senses. Up to you
when by choosing a special gift set,
which Dior's The Beauty
Source has a wide selection of
Dior Addict, Dior, Clinique
Sisley, Dior Fahrenheit for men,
Lancôme Red and Love of Pink,
Hugoboss and Dior, Dior Addict
Men—men's, The Beauty Source
Story has it.



MACDONALD'S
Chocolate creation
Right: Adorable gift set
from Dior



MACDONALD'S
Chocolate creation
Right: Adorable gift set
from Dior



MACDONALD'S
Chocolate creation
Right: Adorable gift set
from Dior



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FEBRUARY 12
Valentine's Day Concert
by the Chinese Cultural Center in Chinese Theater
in partnership with Chinese Cultural
Center, Chinese Theater

FEBRUARY 14
Valentine's Day Concert
by the Chinese Cultural Center in Chinese Theater
in partnership with Chinese Cultural
Center, Chinese Theater

FEBRUARY 16
Valentine's Day Concert
by the Chinese Cultural Center in Chinese Theater
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FEBRUARY 21
Dragon & Lion Dance Exhibition
by the Chinese Cultural Center in Chinese Theater
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Shangri-La Plaza



MTN jumpsuit by Isabel



CHANEL
short-sleeved
dress by Chanel

BEIGE PHOTOS: From top to bottom by Rachel Spring/Summer 2010 collection

Beige is the new black

On runways and fashion pages, the light shade is a heavyweight

By Deborah Cadot

LOVE THE DARK NUMBERS at home. It's time to step into the light with runway beige pieces—beige ivory, ecru, oatmeal, taupe, or barely there peach and pink.

The "C" color is the personal favorite to fashion editors and magazine cover, too.

An item in *W Magazine's* "Run of Show" story marks items captured in that dress made from goddess of beauty beige. It carries the message that beige is the new color of the season.

Initially, Bailey Ball's March 2010 cover, "New Hollywood" issue, the fashion concept revolves around beige and pink, with a list of new celebrities dressed in all things light and breezy. Indeed, you'll see these young stars in gorgeous froths, dramatic hoodies, or even by Chloé (Bailey Ball) was a moment, as well as Abbie Cornish's elegant cropped silk gown by Dior.

The runway was bursting with beautiful pieces in varying array of beige. For a ladylike feel, there were classy shift dresses, or Alberta Ferret and Dorian Gray.

At *Blaise & Bell*, a jewelry emphasis dress made of tulle to create beige featured all like a ribbon in the runway.

Chanel's Spring-Summer 2010 Haute-Couture fashion collection offered a mixture of tough and soft textures with its classic mixed with paired with shiny silk and lace fabrics. The perfect

toppers in its headliner ivory, with some more beige. Models wore like a ribbon in soft beige made of silk, tulle, and more.

Depending on your mood, beige can be a modern, often take on the color trend with its classic sun dresses, jackets, and shifts that double as day and evening wear. Beige has a more sophisticated result of the trench jacket to the modern.



If you are looking for a runway piece, go for the Dior's collection, which is related high-end silk pieces, mixed with lace and silk shifts. The evening shifts, light beige fashion designer Dior has the new gorgeous, made pieces with intricate embroidery and detailing—delicate pieces covered in beautiful, multiple, intricate, and finally of ruffles.

Shifting beige looks and not a lot of people can get away with the subtlety of the color, some might even think it too bland. But with the right combination of elegant materials and texture, mixed with a straight made interior, a beige number creates a sense of quiet confidence.

MODELS wear gorgeous beige gowns in large times by French designer Dior's collection during the Spring-Summer 2010 haute couture collection in Paris.



KONING bag by Telford



FROM: Rachel Spring fashion designer Rachel Spring's Haute Couture Spring-Summer 2010 collection in Paris



SPORTY with it: Telford's Telford's Spring-Summer 2010 collection



BEIGE season: *W Magazine's* fashion spread where models wear the latest shades in beige.



MODELS wear gorgeous beige gowns in large times by French designer Dior's collection during the Spring-Summer 2010 haute couture collection in Paris.

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How to wear the trend

ACCOMPLISH WITH... STRONG, SEXY, BOSS

theatrical accessories

Finish the look with... a mix of mixed-up

with barely there makeup. Or for a look by

try a pink dress, powder black, second look

perfect for beige-colored dresses.

Fashion collection celebrates love and luck

RED IS THE COLOR OF LOVE and luck. And so we celebrate both holidays' love and Christmas flow this on Dec. 14, and select the fashion collection at SM.

And aside to classic, frothy, flirty, and elegant, contemporary dresses, reminiscent of 1920s flapper, showcasing sophisticated, lady-like

and alluring outfits, and simply gets red super-easy with soft, silky and green-tinted sequined fabric.

Red is the way you look tonight at the red collection available at the Boutique of selected premium SM Department Stores.



RED is the color of love and luck. And so we celebrate both holidays' love and Christmas flow this on Dec. 14, and select the fashion collection at SM.



RED is the color of love and luck. And so we celebrate both holidays' love and Christmas flow this on Dec. 14, and select the fashion collection at SM.

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Endless romance fills the air at SM Megamall

They say that French is the language of love. So this Valentine's Day, say je t'aime against SM Megamall's own version of the romantic Eiffel Tower at the Event Center, while being serenaded by some of the country's finest musical acts.

February 7
SM, Event Center, 4pm
Kisses from Super SM single French lyrics to come and listen to the romantic capital of the world.

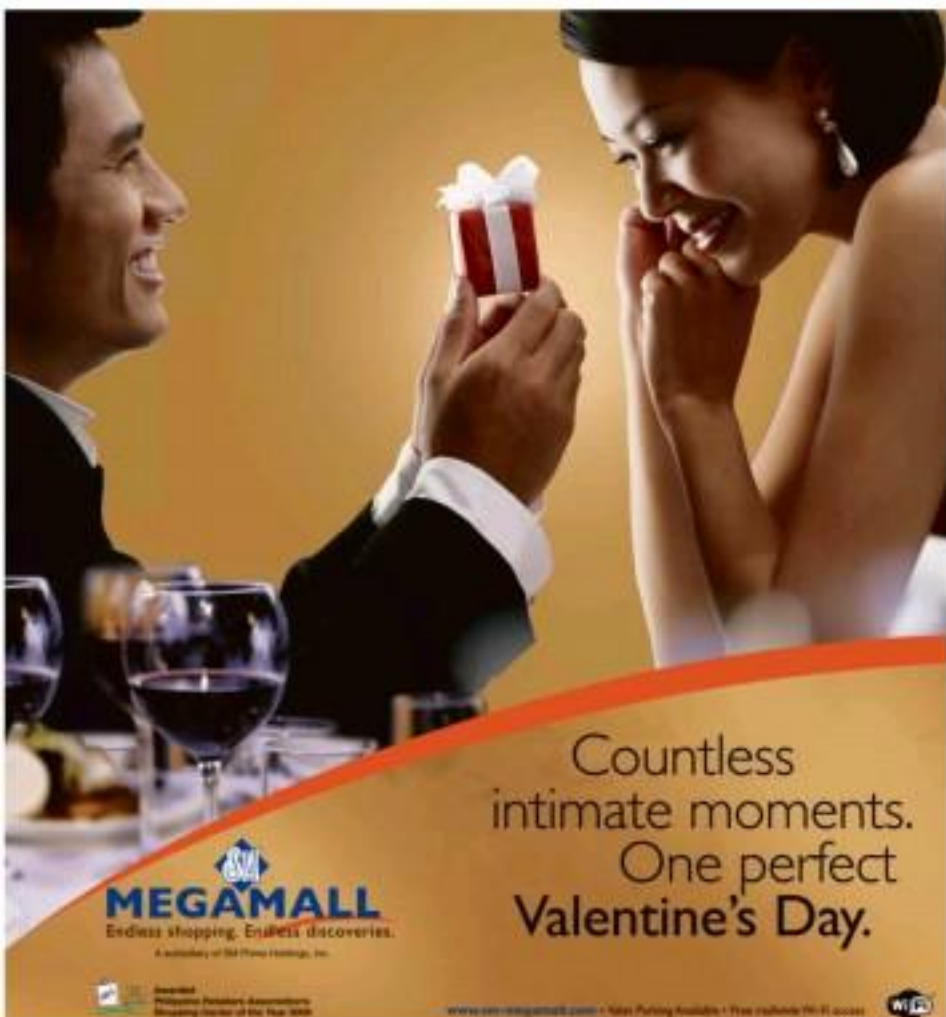
February 13
Marilyn Pineda
Orchestra, Event Center, 4pm
Feel the grandness of the holiday as the Manila Philharmonic Orchestra plays your favorite classical tunes.

February 14
The Laurels with Quartet, Event Center, 4pm
Romantic songs from the talented Laurels choir, featuring Jay, Aven, and Candy will make it right to be romantic.

Check out the following events:
Acapella Ladies Night, Foodcourt, Wednesday, 8pm
The SM Orchestra, Thursday 6pm & Music Festival, SM Megamall Feb 2, Feb 5-7

When you visit SM Megamall this February 14, you'll be amazed at the infinite ways you can say "I love you".

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Get lucky to bring good luck!



Isabel Reyes,
Barbapapa/Star

Are you eating enough beauty foods?

THERE'S ONLY SO MUCH BEAUTY products can do. Creams and lotions can do wonders for the skin, but your diet is, by far, the most crucial when it comes to having healthy skin. Beauty does produce your overall health.

For your skin to look attractive and vibrant, you must make healthy lifestyle choices. A good place to start is with the food you eat.

Eating certain foods can dramatically improve the appearance

of one's skin, hair, nails and eyes. You should pay special attention to "phytonutrients." These are substances that provide health benefits beyond nutrient requirements. Phytonutrients undergo chemical

changes in your body that promote good health.

A diet rich in phytonutrients can stimulate DNA repair, increase collagen production, reduce inflammation and improve blood flow. This not only keeps

you healthy but also keeps you looking young. Numerous phytonutrients are a proven skin care help (green tea, etc.).

Phytonutrients are classified into three groups:

SEE YOU EARLY ON

A FULLER LIFE FOR FILIPINOS WITH TUPPERWARE BRANDS

Fullerlife Direct Selling Philippines has made the lives of millions of Filipinos better with premium international brands ranging from cosmetics to intimate wear, fragrance to kitchen, skin care and toiletries to men's undergarments, home products to baby care.

Fullerlife Direct Selling Philippines has changed its name to Tupperware Brands Philippines to align with its global corporate name. Since 1946, Tupperware Brands has expanded to over 100 countries and is one of the World's Most Admired Companies in the Household Products Category. With its aim of changing women's lives, Tupperware Brands is active with its social responsibility programs like the Tupperware Chain of Confidence Program which aims to educate, enlighten and empower women around the world.

Tupperware Brands is a direct selling company which is committed to changing the lives of millions of women around the world with income-earning opportunities through the distribution of top global brands. It also offers exciting training and recognition programs as well as unique incentives like international trips and the VIP Car Program.

In the Philippines, Tupperware has been around for over 40 years so that every Filipino knows about the excellent quality and durability of Tupperware. Tupperware Brands,

however, is more than just Tupperware. It carries a wide range of world-class brands like Colour Collection, Ivana, Nutrimetics, Nakara, VS, Venus, White Result, Cool Splash, Zwitter, Circus, Rasta, Hana, Mandata, Champion, Fuller Fashion, Red Shop, and of course Tupperware. Every Filipino can now truly experience a better life with Tupperware Brands.

Better Brands. Better Life.

For more information, go to the branch nearest you or call 867-2222.

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Join Century Tuna's fun run and become its next image model

CALLING ALL RUNNING ENTHUSIAST! Get ready to be part of the action men, when that popular health-conscious brand Century Tuna, in tow, holds the massive Superbuds Run 2010, the year's biggest and most established celebration of health and fitness, on take note, joggers, Feb. 21 at Boulders Global City. Launched at National Sports Hall in Seward, the event will gather the fitness enthusiasts and running enthusiasts who will participate in exhilarating cross-race and toward other surprises, dealings.

"Century Tuna delights customers with high-quality, delicious and healthy products, and, through events and activities, encourages us to start an active and healthy lifestyle," said Century Tuna Corp. general manager Gold Tashiro.

Welcoming the visitors were well-known singer-actress Century Tuna ambassadors Lee Min, Jo In, and actor-producer manager Angela Limson.

In collaboration with the country's top running coach, Rio de la Cruz of Realize, the event will raise funds for the United Nations Children's Fund and World Wide Fund for Nature.

Runners can choose from 1 km, 5 km, 10 km and 21 km. Highlight of the event is the massive Superbuds Go Live, where all over Stations become the next image models of Century Tuna and win a cool P300,000, joggers.

A triathlon will be held where participants can choose to run, swim and bike at drop-off areas at registration station and get to win big prizes. A corresponding donation will go to United and WWF.

To get the best of a healthy lifestyle, we enjoyed a mini workout with ideas by Fitness First. In preparation for the run, joggers.

With Superbuds Run, Century Tuna really aims to give health buffs an exciting way to get fit and leading this 2010, dealings.

Visit: www.centurytuna.com.ph for more info.

Singing at Ninas

The awesome Singing festival had the diverse and spectacular activities jumping to its feet, but by night, it was the pro-life of Cebu's 21 in which that encompassed the city and to young and young at heart, offering parking set, with its resident (U) Asset Centimeter-finding and other Tuna



DETER Ramon (center) with Century Tuna Corp. officials Mon Maximo, Hedy Macapagal, Mary Jane Torko, Regis Gombao, Gold Tashiro and Lee Po

tracks with its history. House Cagayan, Blue House-Geminas and Julie Flores. The following day, however, some took a break to the business days of the 10th and 50th with not only dance, joggers, shooting both swimming nights and the next afternoon, the long of night-life island, Linceo Mena. When everyone started feeling the club long, Vado was the next stop. Thursday gave us the the Florida, The Cure and Billy Joel as the Purple Helicopters took us back in time, dealings. On Friday, Tag Aida, the country's premier pedigree ownership club, located in Cebu with its Quarterback doing his thing together with Star's (U) resident Reggie and Roxas in the main room while Marlon (Gumbao) and Nicole (Bano) cradled the Prime Lounge. On Saturday, the go-getters of house music and club culture in the country, M8, brought the house down. The duo of M8 and Daria and M8 and Daria shared all the best scenes as they were joined live by guitar master Chico-Crisofel.

It was an upbeat, awesome night that no one will forget. After the party on Sunday everyone decided to go to check out the Aida Bano's DJ Master as he kept the house going until everyone got exhausted with the dancing.

Singers were Cuts Lights and Sam My Light Seven, PLUT Whiskey and PLUT Photographers were Raula (Makela) de Vado and Day (Babington) for Bano.

Grand wine experience

It definitely was an awesome time! Wine Experience was more relaxed in doing its first year, and over how with a touch higher when the best wines and spirits to do the best of the top vineyards and distilleries together in full house, dealings.

Over 100 excellent wines and spirits from 30 countries, like Argentina, Australia, Canada, Chile, France, Greece and the United States, perfectly matched with the expert gastronomic fare, reminiscent of the golden state of New World Food Market.

A beautiful floral mix in more for all of us, when wine started pouring at 5 p.m., reward at the Grand Ballroom of the hotel, joggers.

"The yearly Grand Wine Experience is all about wine and people. This event has become a must attend for wine enthusiasts, as well as for the gourmands who know what it's all about," said the grand report of wine and other spirits, body personality Ralph Joseph, no less, joggers.

Co-sponsored by Philippine Wine Writers Union and Ralph's Wine & Spirits in cooperation with: Rums Global Spirits & Wine, New World Food Market City, Riverside Beverage Brands Inc., Pioneer Trade International, Fly Air Corp., Buntara, Mariposa Super Center, Sava Specialties Inc., Sava Global, Philippine Airlines, All Philippines, Philippine Inc., Vain Phillips, Department of Tourism and The Philippine Tourism Authority.

Used to say "gusto" by 10 a.m. with the kids still going on at full blast. Phil, why not, after all these exquisite wines and other food, how could anyone leave, at though I instead several guests staggering out of the ballroom, while others were being helped to get to their chauffeur-driven cars.

"Some that's nearly what a great wine and food event is all about, dealings. Dishes?



SUPERBUDS 2010 winners Theresa Pungor and Rae Waser-Lee



Kyla Lopez and Rhylen Teneo



REMYA Chanon



MJ's Selection, Chris Ojeda and Joanne Aguilar



SAFARI'S 3rd Gala



CENTURY GROUND



MUV's Leslie Tamarit and Casey Phelan being interviewed by PLUT Whiskey



M8 and Daria performing on stage



JAMES McDonald, Scott Chubbler, Angelique Miranda, Michael Lualaba and Phoenix Miranda



M8 and Daria performing on stage



M8 and Daria performing on stage



KATIE Barrera and Bryan Wilson



CHARLES Calero and Daniel



FORD Schwartz



ALBERT Uy, JAB manager of Dadi, Thea, and others



NARESA Sane Ochoa, Nicole Grant, Hilgema, and others



VIRGINIA Russell, Dorcas, Leticia Tan, and others



JACKY Lina, Remya Uy, and others



MELISSA Joseph, Jia Joseph, Ivy Fajardo, and others

Skin Safety Campaign

The Philippine Dermatological Society (PDS) continues its efforts to assure skin safety amongst Filipinos via its Skin Safety Campaign. A key part of these efforts is a massive educational drive, including the regular publication of guidelines or articles on skin care and certain skin care ingredients. The following is the first in a series of Skin Safety papers. This first paper summarizes various studies on Hydroquinone, and its key finding is that unsupervised use of Hydroquinone can be risky. The safe use of Hydroquinone can be better assured through direct supervision of a member of the Philippine Dermatological Society. For questions or comments, contact the PDS at tel. no. 727-7309 or visit www.pds.org.ph



Unsupervised Hydroquinone Use: Beware of what you put on your skin

Hydroquinone (HQ) has long been regarded as effective for treating darkened skin (hyperpigmentation), having been used as a skin-lightening chemical for over 50 years. It has been prescribed by doctors and used by patients to treat facial spots (e.g. freckles), patches (e.g. melasma), blotchy complexion due to sun damage and discoloration or dark scars due to trauma and skin disease (e.g. acne or chickenpox).

However, like any other drug, HQ does have its share of side effects. In the 1980's, the most commonly reported complication was disfiguring exogenous ochronosis or pseudo-ochronosis which presents as dark discoloration and grey-blue bumps on sun-exposed areas of the skin. Other reported side effects include loss of skin elasticity, poor wound healing, skin nodules appearing especially on the upper back and nail discoloration. Most, if not all of these side effects, stem from the improper use and the use without the supervision of a dermatologist of HQ on large areas of the face and body for a prolonged period of time.

What has largely contributed to the misuse of HQ? Consumers in their desire to have that flawless fair skin have resorted to applying high concentrations of HQ over large areas of the face and body for a period of several months to years. Unethical practices by some manufacturers compounded the problem such as the lack of ingredient labeling or inaccurate concentrations of HQ indicated in the product. From the usual concentrations of 2 - 4 %, HQ concentrations of 6 - 8.5% have been used. Also, to disguise the incorporation of HQ in a skin product, synonyms like "1,4-benzenediol" or "p-diphenol" were used instead. The lack of regulating bodies or clear guidelines in some countries has also resulted in cosmetic and toiletry products containing HQ to flood the retail shops and market places aggravating its unsupervised use.

All these have unfortunately compromised the safety of using HQ which has been part of the therapeutic armamentarium of physicians in treating hyperpigmentation. There now exists a real health concern of new side effects being noted more in patients if these practices would be allowed to continue and proliferate.

It is for this reason that in the Philippines, the PDS recommends the regulated use of HQ as proposed by the Bureau of Food and Drugs (BFAD). Currently all preparations containing less than or equal to two percent (2%) HQ can be dispensed without the supervision of a licensed pharmacist. Preparations containing more than two percent (2%) but less than or equal to four percent (4%) HQ must be dispensed under the supervision of a licensed pharmacist. Preparations containing more than four percent (4%) but less than five percent (5%) HQ must be dispensed only by licensed pharmacists of registered drug outlets upon the presentation of a proper prescription. Furthermore, to help prevent the abuse of HQ usage, the PDS supports efforts moving for a stricter regulation on HQ-containing products as proposed by the BFAD, such as making all concentrations of HQ available only upon the presentation of a proper prescription.



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Love is oh-so-valentine at Sofitel. Theatrics, Sunset Bar and Lobby, as Sofitel presents special Valentine's culinary creations and entertainment, Latin-style. From February 13-14, get ready to feel hot, hot, hot as you sample spicy grills and fancy dips, sip on tangy margaritas and sway your hips to the fiery salsa beats of the acclaimed Brazilian band, Guavava.

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DA LIFESTYLE Where to find the best cosmetic buys

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MAKEOVER 911 Kivvy Soko



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After trying covers with a soft touch, I like the MAC. The reason you appear so small, even from the side, is your eyes. I like the MAC. The reason you appear so small, even from the side, is your eyes. I like the MAC. The reason you appear so small, even from the side, is your eyes.

Only skin should be a satisfying primer underneath during summer, this was not enough to prevent my forehead and nose from shining after three hours, even in the heat of the sun. I looked very smooth. What I love about it, I love that it accommodates a wide range of skin tones and blends seamlessly into skin. I used it under my eyes, on my cheeks, on my nose, and on my chin. I used it under my eyes, on my cheeks, on my nose, and on my chin.



Are you eating . . . from page 10

Diets rich in omega-3 fatty acids, such as fish, flaxseed, and walnuts, can help reduce inflammation and improve heart health.

which are high in fiber and contain properties that keep skin healthy by maintaining collagen levels. I also drink a lot of water which is the best way to keep the skin healthy and hydrated. —Michelle Fung, 30, a writer and model.

Beauty look to store in fridge
Skincare: These blue lipsticks are among women's most popular: staying soft. They help keep skin glowing, strengthen gums and lead to healthy lips.

Beauty look to store in fridge
Skincare: These blue lipsticks are among women's most popular: staying soft. They help keep skin glowing, strengthen gums and lead to healthy lips.

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Regular training and keeping her heart rate in a steady point of 140 beats per minute helped her to complete the triathlon.

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CRIS CONE
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Lifestyle Cris Cone's

Cris Cone is a model and actress who has appeared in several television shows and movies. She is known for her beautiful appearance and her ability to portray a variety of characters. She is currently working on a new project and is excited to be part of it.

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Make it an orange Y

Orange is the new black. Make it an orange Y.

Orange is the new black. Make it an orange Y.

Orange is the new black. Make it an orange Y.

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Orange is the new black. Make it an orange Y.



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GALLERIA

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| 1 DID YOU HEAR ABOUT THE MORGANST? | 6 CLASH WITH A CRASH (2nd Showing) (Rating: PG) |
| 2 THE PRINCESS & THE FROG | 7 KARMA LUCKY |
| 3 MESSINERS 2: THE SCORCHING | 8 BND |
| 4 DID YOU HEAR ABOUT THE MORGANST? | 9 THE TOOTHFAIRY |
| 5 SHARK NA KAYA | 10 DEAR JOHN |

MANILA

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| 1 CASE 39 | 1 MESSINERS 2: THE SCORCHING |
| 2 THE PRINCESS & THE FROG | 2 THE PRINCESS & THE FROG |
| 3 DID YOU HEAR ABOUT THE MORGANST? | 3 DID YOU HEAR ABOUT THE MORGANST? |
| 4 SHARK NA KAYA | 4 CASE 39 |
| 5 MESSINERS 2: THE SCORCHING | 5 DEAR JOHN |
| 6 CLASH WITH A CRASH (2nd Showing) | 6 UNDER LUCKY |
| 7 KARMA LUCKY | 7 SHARK NA KAYA |
| 8 BND | 8 THE TOOTHFAIRY |

NOVALICHES

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| 1 CASE 39 | 1 DID YOU HEAR ABOUT THE MORGANST? |
| 2 MESSINERS 2: THE SCORCHING | 2 DEAR JOHN |
| 3 DEAR JOHN | 3 THE PRINCESS & THE FROG |
| 4 DID YOU HEAR ABOUT THE MORGANST? | 4 CASE 39 |



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- | | |
|------------------------------------|---------------------------|
| 1 LEGION | 1 LEGION |
| 2 THE PRINCESS & THE FROG | 2 THE PRINCESS & THE FROG |
| 3 DID YOU HEAR ABOUT THE MORGANST? | 3 THE TOOTHFAIRY |
| 4 THE BLIND SIDE | 4 THE BLIND SIDE |

DASMAWIRAS

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| 1 THE PRINCESS & THE FROG | 1 PRINCE NA KAYA |
| 2 DID YOU HEAR ABOUT THE MORGANST? | 2 DID YOU HEAR ABOUT THE MORGANST? |
| 3 LEGION | 3 UNDER LUCKY |
| 4 PRINCE NA KAYA | 4 UNIVERSAL SOLDIER: REGENERATED |
| 5 THE BLIND SIDE | 5 THE PRINCESS & THE FROG |
| | 6 LEGION |

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| 2 THE PRINCESS & THE FROG | 2 PRINCE NA KAYA |
| 3 PRINCE NA KAYA | 3 UNIVERSAL SOLDIER: REGENERATED |
| 4 THE BLIND SIDE | 4 THE PRINCESS & THE FROG |

TACLOBAN

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| 1 THE PRINCESS & THE FROG | 1 THE PRINCESS & THE FROG |
| 2 DID YOU HEAR ABOUT THE MORGANST? | 2 DID YOU HEAR ABOUT THE MORGANST? |
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DUMAGUETE

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| 1 THE PRINCESS & THE FROG | 1 THE PRINCESS & THE FROG |
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| 4 PRINCE NA KAYA | 4 THE PRINCESS & THE FROG |
| 5 THE BLIND SIDE | 5 THE TOOTHFAIRY |
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| 5 THE TOOTHFAIRY | 5 THE TOOTHFAIRY |
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ILOCOS NORTE (NOW OPEN)

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| 2 LEGION | 2 LEGION |
| 3 PRINCE NA KAYA | 3 PRINCE NA KAYA |
| 4 THE PRINCESS & THE FROG | 4 THE PRINCESS & THE FROG |
| 5 THE TOOTHFAIRY | 5 THE TOOTHFAIRY |
| 6 DID YOU HEAR ABOUT THE MORGANST? | 6 DID YOU HEAR ABOUT THE MORGANST? |

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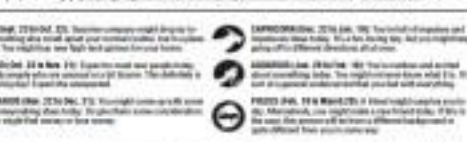
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MOVIEWORLD

visayas - mindanao

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| 5 MESSINERS 2: THE SCORCHING | 5 MESSINERS 2: THE SCORCHING | 5 MESSINERS 2: THE SCORCHING |
| 6 CLASH WITH A CRASH (2nd Showing) | 6 CLASH WITH A CRASH (2nd Showing) | 6 CLASH WITH A CRASH (2nd Showing) |
| 7 KARMA LUCKY | 7 KARMA LUCKY | 7 KARMA LUCKY |
| 8 BND | 8 BND | 8 BND |
| 9 THE TOOTHFAIRY | 9 THE TOOTHFAIRY | 9 THE TOOTHFAIRY |
| 10 DEAR JOHN | 10 DEAR JOHN | 10 DEAR JOHN |
| 11 UNDER LUCKY | 11 UNDER LUCKY | 11 UNDER LUCKY |
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| 100 SHARK NA KAYA | 100 SHARK NA KAYA | 100 SHARK NA KAYA |

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Local architecture intrigues Oscar winner Chris Cooper

By Raymond Kaprielian Jr.

TACHILARAM CITY—WHO KNEW THAT the island-prisoners of Belhal were playing host to an academy toward success?

That's right, *Clash Canyon*, *Crash Bandicoot* Supporting Actor for the 2002 film *Ned Kelly*, "is in the country showing independent filmmaker John Koyler 'Rings.' The film also includes producer Maggie Reed, American writer Garen Ellsberg and Jason Marks, and homegrown talents Joel Turr, Nicole Lerner, the Loois and Irene Allison."

Before the start of the sold beer at a weekend event, only days before the official start of the show [see *Smoking*], Casper gave his guests an interview.

Cooper recalled that he and Kaplan may be the vibrant New York indie film scene of the late 1990s. It was a community where everyone knew and worked with each other, he recalled.

He is renovating his US house and plans to incorporate Philippine designs.



TAKE FIVE

In "Bury," Greer plays yet another hard-boiled military man, his acknowledged specialty. This time, he's a gruff army colonel caught in the Philippine-American War at the turn of the century.

Casper's screen image has always been that of the strong, silent, self-of-the-out-kind of guy that his success in action-adventure and history can be explained in his chest is a sign of the spirit. With him: He was in action-adventure and drama at the University of Missouri, but at Southern College and worked as construction worker in his hometown.

Casper previously appeared in four Taylor films—"Bluesman," "City of Kings," "Love Sea" and "Silver City"—and each mainstream film in "The Boone Ministry," "The Boone Supremacy," "A Time to Kill" and "Solitaire." But he is best known for offbeat roles in landmark films like "You're on Your Own" ("When the Wild Things Are") and "Vagabonds" in which he shared the screen with Meryl Streep.

Where do you hope your flight?

On a 120-year-old Irish house right next to our dining table, because we often have guests and they always want to see it, I don't want to constantly run to the study ... for the UVB guy and the milkman. They want to feel it, hold it, take a picture with it, check their honey if it is.

More heavy is BT

Every house that that's all it is—just may
 adorned with a little gold or something.

What was it like working with director Spike Jonze in "Adaptation"?

It was true, I thought I could even come to some kind of dry humor. There were touches of comedy I hoped, in my character. I'd always been puzzled to explain to that opposition. You get pigeon-holed quickly in this town.

What was it like working with Mary Bryant?

I have a tendency to take the job a little too seriously. Myrd taught me to just relax, lighten up and enjoy the experience.

His team is more effectively harnessing big production and small indie films.

John gives me my first film job ("Mansuets"). There's not better example of great work atmosphere. On a John happy set, there's no mean or less attitude about the job, but at the end of the day, we always have a good time... As opposed to grumpy, mean, studio film where you have no idea where people go after the shoot.

What attracted you to the script of *'Barry'*?
When John needs me, I'll be there.

But he says he's not always even. If you're
any good?

Oh, yeah!

How did you prepare for your side burn?
I like men with sideburns, but not with a mustache.

He also gives us a very nice and concise account of the Philippine-American War. He also gives us a two-page biography [of these] characters. It's a great study guide.

What did you learn about your channel?

My character is shaped by [another character's] interest in wilderness in the Philippines. In essence, I'm a great fan of all characters.

It's my first time here, it's a world trip [for me]. The previous my house in the United States and I'm planning to incorporate some of the design ideas here, like the big roof.

"Barry" tackles a little-known chapter in

There is a lot of history that the project didn't explore that we now know about.

...with the American military's experience in Iraq and Afghanistan.

[illegible]

<h1>POWER PLANT</h1> <p>C E N T R A L</p> <p>1000 WILLIAMS STREET, SUITE 1000 THE WOODBRIDGE THEATRE</p>		
<p>SARIE & JIM 12:45, 2:30, 5:15 8:00, 10:30</p>	<p>PRINCE & THE NEWB 12:30, 2:30, 4:20 6:20, 8:20, 10:20</p>	<p>DO YOU HEAR ABOUT THE MORGAN? - M2 1:30, 3:30, 5:30 8:30, 10:30</p>
<p>THE HANDED MAN WITH THE PISTOL - P404 12:30, 2:30 5:30, 7:30, 10:15</p>	<p>COLLEEN BARTY THE LADY OF THE LAGOON 1:30, 3:30 5:30, 7:30, 10:30</p>	<p>STAR 808 12:30, 2:30, 5:30 8:30, 10:30</p>

SHANGHAI CINEPLEX

1 THE PRINCESS AND THE FROG
12-15, 2-3C, 6-8C, 9-11C, B-2C

2 DID YOU HEAR ABOUT THE MORGAN? PG-13
2-5C, 6-7C, 7-9C, B-2C

3 SPRING FILM FESTIVAL
2-5C, 3-5C, 6-8C, B-2C

4 CASE 39
12-15, 1-4C, 4-5C, B-2C, B-3C

DEAR JOHN
PG-13 (Some Material May Be Inappropriate for Children Under 13)

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